LONDONIST STUDENT ACCOMMODATION AGENCY & THE PIE



2021 PARTNERSHIP PROPOSAL

THE PIE
Professionals in International Education

LONDONIST
STUDENT ACCOMMODATION AGENCY

2021 Proposal for Londonist Student Accommodation Agency

AIM:

- To present Londonist with digital advertising opportunities across The PIE's platforms with the aim of strengthening their branding and marketing presence across the global education community.

- To work with Londonist on a brand awareness campaign through a targeted webinar and PIEoneer Awards sponsorship, placing Londonist as a thought-leader in the student accommodation space in global education

Total spend of £10,642.50 (10% discount on overall package valued at £11,285) for key positioning at The PIE's hosted webinar, The PIEoneer Awards and advertising campaign across The PIE's platforms.

OBJECTIVES:

- Deliver thought-out campaign of branding, visibility and involvement to deliver opportunities for The PIE's global audience to understand Londonist's offerings to support students with the aim of creating business opportunities in key markets

- To host targeted webinar to ensure brand awareness/ recognition to HEI's, agents and students

- To embed Londonist in the minds of key decision makers as their chosen student accommodation agency

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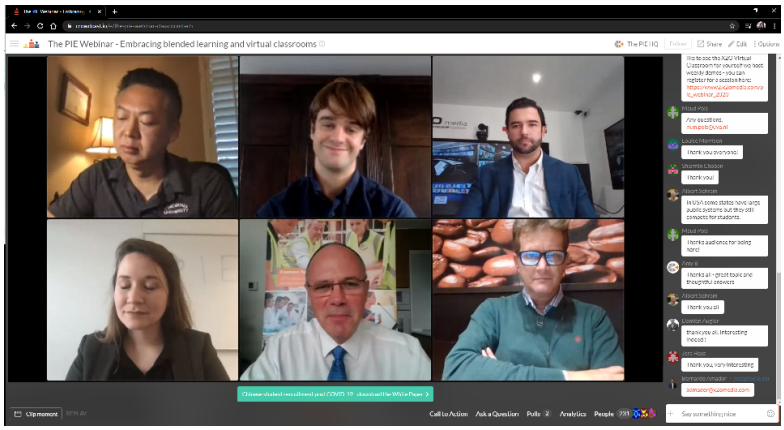
MEASURABLE OUTCOMES:

- Metrics and data from digital adverts on The PIE website and The PIE weekly to be shared with you
- Guaranteed 200 attendees/ leads to Swoosh Transfer's webinar, of which contact details will be shared with you
- Networking opportunities with key industry players at The PIEoneer Awards - (Expected 500 attendees)

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HOSTED WEBINAR - AUDIENCE TO BE DISCUSSED
PROPOSED DATE: WEEK OF 22ND NOVEMBER

- Access to full delegate information for those signed up, as per GDPR compliant registration form
- Position a spokesperson from Londonist as a significant contributor to the conversation about how international education will evolve
- Pre-load the webinar platform with polls to better understand view points and concerns of registered delegates
- Co-branded event with The PIE, reaching an average of 200k readers per month
- Extended promotion across all The PIE News social media channels
- Flexibility with time frames and time zones as to when webinar will be hosted - US west coast and Australia facilitators also available
- Invite up to 10 delegates from Londonist- not included in agreed audience
- We guarantee a minimum of 200 participants - Extra sign-ups can be purchased

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THE PIE NEWS

Highlighting the latest global education news daily, advertise across these pages to align Wey Education's brand with global education expertise and get your brand in front of our engaged audience around the world.

ADVERT TYPE	ADVERT PLACEMENT	MONTHS PROPOSED	DATE TO GO LIVE
The PIE News - Home page	1 month - Right side advert 2	June	6th June
	1 month - Right side advert 1	July	6th July

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PIE Weekly Newsletter

Our popular weekly newsletter, featuring news and jobs highlights from the week, sent to our highly engaged, global subscribers, currently over 25K and with an average open rate of 30-35%.

*** All advert sizes for The PIE weekly newsletter banners are 468px X 60px*

ADVERT TYPE

1 x sponsored content banner

DATES PROPOSED

27th August

- The top newsletter banner is promoted across The PIE's social media channels as a key sponsor
- The sponsored content banner is an opportunity for Swoosh Transfer to write content about something you wish to highlight and link directly to your site or a chosen landing page·
- We will work with you to ensure the message is on brand·
- Added social media promotion across LinkedIn, Facebook, Twitter and Instagram



The PIEoneer Awards 2021

LONDON: FRIDAY 3rd SEPTEMBER 2021

Celebrating innovation and achievement in international education

Drinks reception sponsorship:

- Londonist logo in prominent position on event website and profile
- Londonist logo on pre-and post-event communications
- Prominent branding during The PIEoneers drinks reception
- Promotion on The PIE's social media channels (65K followers)
- Full page advert in awards booklet
- 2 free tickets to awards